

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

LOB 1027 ORGANISATIONAL BEHAVIOUR IN STRATEGIC COMMUNICATION

(All sections / Groups)

28 OCTOBER 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages with **TWO** questions only.
2. Answer **ALL** questions
3. Write all your answers in the Answer Booklet provided.

SECTION A: SHORT ANSWER QUESTION [30 MARKS]

Instruction: Answer the following questions.

Decision Making by Individuals and Groups

Making decisions is a large part of doing business. When there is only one person involved or affected by a decision, making that decision is relatively easy. But when coworkers or employees need to be taken into consideration, a group decision could be the best solution. Deciding between individual and group decision making methods depends on the decision that needs to be made, the group that is affected and the employer's general leadership style.

Decision making without a group's input or a decision made regardless of the group's opinion is, naturally, an individual decision. This is the more traditional decision making approach and can work effectively for a manager when the group's input is not required or in certain cases, desired. There are several models of group decision making that you can put to use. Two examples are consensus and consultation. Consensus decision making involves posing several options to the group and using the most popular option to make a decision. Consultation takes the opinions of the group into consideration when making a decision. Both methods require the group's participation and call for a manager who respects the opinions and input of the group in the decision making process.

(Source: Organizational Behavior 11th Ed, John Wiley (Schermerhorn, H. Osborn & Uhl-Bien, 2011).

- 1) Define group decision. (3 marks)
- 2) Explain **seven** (7) characteristics of group decision. (7 marks)
- 3) Discuss **five** (5) advantages and **five** (5) disadvantages of group decision making. (20 marks)

Continued...

SECTION B: STRUCTURED QUESTION [20 MARKS]

Instruction: Answer following question.

Conflict is a normal part of life and there are many issues that could cause conflicts to arise within organisations. Conflict can occur between employees, committee members, volunteers, stakeholders or the community. If not resolved, conflict can be highly destructive. However, there are many steps we can take to minimise potential situations of conflict before they arise or to resolve conflict constructively.

Question:

The six (6) main conditions that cause conflict in organisational setting. Explain each source of conflict and provide your own example for each.

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|-----------------------------|-----------|
| 1. Incompatible goals | (3 marks) |
| 2. Different values/beliefs | (3 marks) |
| 3. Communication problems | (3 marks) |
| 4. Task interdependence | (3 marks) |
| 5. Scarce Resources | (4 marks) |
| 6. Ambiguous rules | (4 marks) |

End of Paper